

### REMARKS

Claims 1 and 11 are now pending in the application. The amendments to the claims contained herein are of equivalent scope as originally filed and, thus, are not a narrowing amendment. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

### REJECTION UNDER 35 U.S.C. § 102

Claims 1 and 11 stand rejected under 35 U.S.C. § 102(b) as being anticipated by Liu et al. ("Liu") (U.S. Pat. No. 2002/0077896). This rejection is respectfully traversed.

With the invention as recited in amended claim 1, the sign apparatuses can receive data transmitted simultaneously from a plurality of wireless devices without interference therebetween (page 9, last paragraph of the specification). Liu does not disclose or suggest such limitations and the advantage obtained therefrom.

In Liu, information regarding an advertisement presented on a display 112 (paragraph [0028]) of an electronic billboard system 110 (FIG. 1) is downloaded into a mobile device (e.g., a mobile device 118, 120 or 122 shown in FIG. 1) such as a user's PDA through wireless communication using a wireless communications unit 116 (e.g., paragraph [0048]). The information is sent from an advertiser 124 and is stored into a wireless contents storage 616 (FIG. 6) of the system 110 in advance in response to a request by the advertiser 124 (e.g., paragraph [0048], [0057], and [0064]). Subsequently, the information is transmitted from the system 110 to the mobile device in response to a request from the mobile device (paragraphs [0063] and [0064]).

However, in the present invention, advertising data is transmitted from an advertising server to a terminal; in other words, the advertising data is not transmitted from sign apparatuses. Therefore, even if the sign apparatuses and the advertising

server of the present invention corresponded to the system 100 and the advertiser 124 of Liu, the structure of Liu is different from that of the present invention.

In Liu, it is necessary to transfer all pieces of the information held by the advertiser 124 from the advertiser 124 to the system 110 in advance. This leads to tremendous traffic in the Internet 102 and a network 106.

Generally, the amount of the information stored in the wireless contents storage 616 of Liu is significantly larger than that of a terminal address handled by the sign apparatuses of the present invention. As a result, the network 106, which is provided between the system 110 and the Internet 102, must be able to operate at a sufficiently high data rate, i.e., a sufficiently broad communication band.

In contrast, since the present invention transmits the terminal address, which is typically a small amount of information, to the advertising server, the public network or the Internet between the sign apparatuses and the advertising server can be used which operates at a lower data rate, i.e., a narrower communication band, than that of Liu.

The system 110 of Liu requires not only the wireless contents storage 616 for storing a large amount of information regarding an advertisement but also other various functions (see FIG. 6). As a result, the system 110 would be complicated and expensive, in particular, when a plurality of such systems are installed for different goods.

In contrast, each of the sign apparatuses of the advertising sign of the present invention includes simple structural elements; that is, the wireless receiving units which receive terminal addresses, a memory which stores the terminal addresses, a central control unit which reads one of the terminal addresses, and an external interface which transmits the terminal address to the advertising server. As a result, an inexpensive

advertising sign can be achieved, in particular, when a plurality of the sign apparatuses are installed.

Moreover, when a number of similar systems are installed at different locations, it is necessary for Liu to store the information in the respective systems 110.

In contrast, in the present invention, even when a number of similar advertising signs are installed at different locations, the advertising data can be handled by the same advertising server.

In this way, the advertising system of the present invention is more advantageous than Liu, in particular, in the above-described cases.

The Examiner makes an assertion as stated in page 4 of the Office Action (i.e., “. . . Liu, however, does not specifically teach or suggest . . . in the proximity of the billboard apparatus.”).

However, by employing the structure in which each of the wireless receiving units has a narrow directionality and each of the sign apparatuses has a plurality of wireless receiving units, as mentioned above, the sign apparatus can receive data transmitted simultaneously from a plurality of wireless devices without interference therebetween. The present invention that provides such an advantage would not be well known and would not be anticipated from the matter that “the user is actually in the proximity of the billboard apparatus” as asserted by the Examiner.

Moreover, in order to realize the efficient use of an advertising sign, it is necessary to install the advertising sign at a location around which a number of people gather. As a result, a situation may occur in which terminal addresses are transmitted from a plurality of wireless devices to the wireless receiving units simultaneously. If Liu is applied to such a situation, interferences would occur frequently because the system 110 of Liu merely includes a single wireless communication unit 116 having omni-directional characteristics, thereby making it impossible to use the system 110.

REJECTION UNDER 35 U.S.C. § 103

Claims 3 and 12 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Liu. Claims 3 and 12 have been canceled by Applicant.

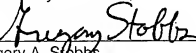
CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action and the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 08-0750, under Order No. 5259-000028/US from which the undersigned is authorized to draw.

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Respectfully submitted,

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